



TAC TDM Subcommittee Meeting

October 12, 2022

ITEM 1: CALL TO ORDER AND INTRODUCTIONS



ACTION



ITEM 2: APPROVAL OF AUGUST 15, 2022 MEETING SUMMARY



INFORMATION



ITEM 3: OVERVIEW OF SELECTED STRATEGIES





Goals for Discussion

- Provide additional context
- Share results from the equity analysis
- Identify partnerships
- Identify opportunities
- Prioritize delivery



Equity Analysis

- Identify who can be served
- Understand how served populations may vary by strategy
- Guide implementation



Selected Strategies

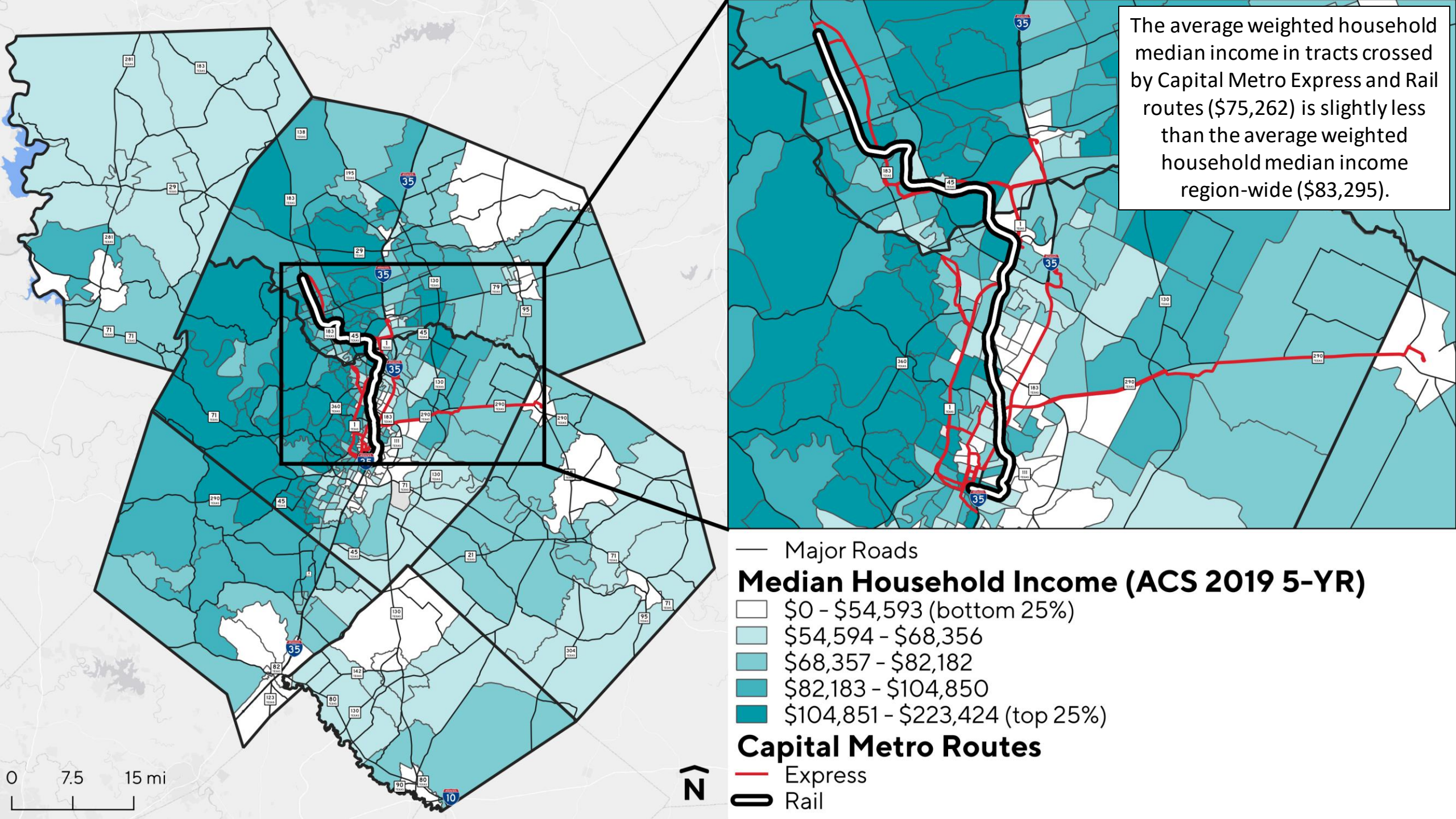
	Total Funds
Support and Expand Existing Programming	
Provide grants funding to cities and counties	60
Implement regional GRH	60
Provide micogrants to employers	50
Program similar to Austin's Movers	30
Schoolpool	80
Support Essential Workers	
Grant funding and coordination with job access programs	30
Essential worker program targeted to a specific employment sector	60
Residential focused TDM effort to address gentrification	10
Target Congested Corridors	
Employer outreach along congested corridors	50
Residential outreach along congested corridors	30
Implement Rural TDM Strategies	
Park-and-ride focused marketing campaign	60
Transportation information distribution	30
Pilot program to facilitate carpools to faith-based organizations	20
Increase Regional Coordination	
Transit toolkit	30

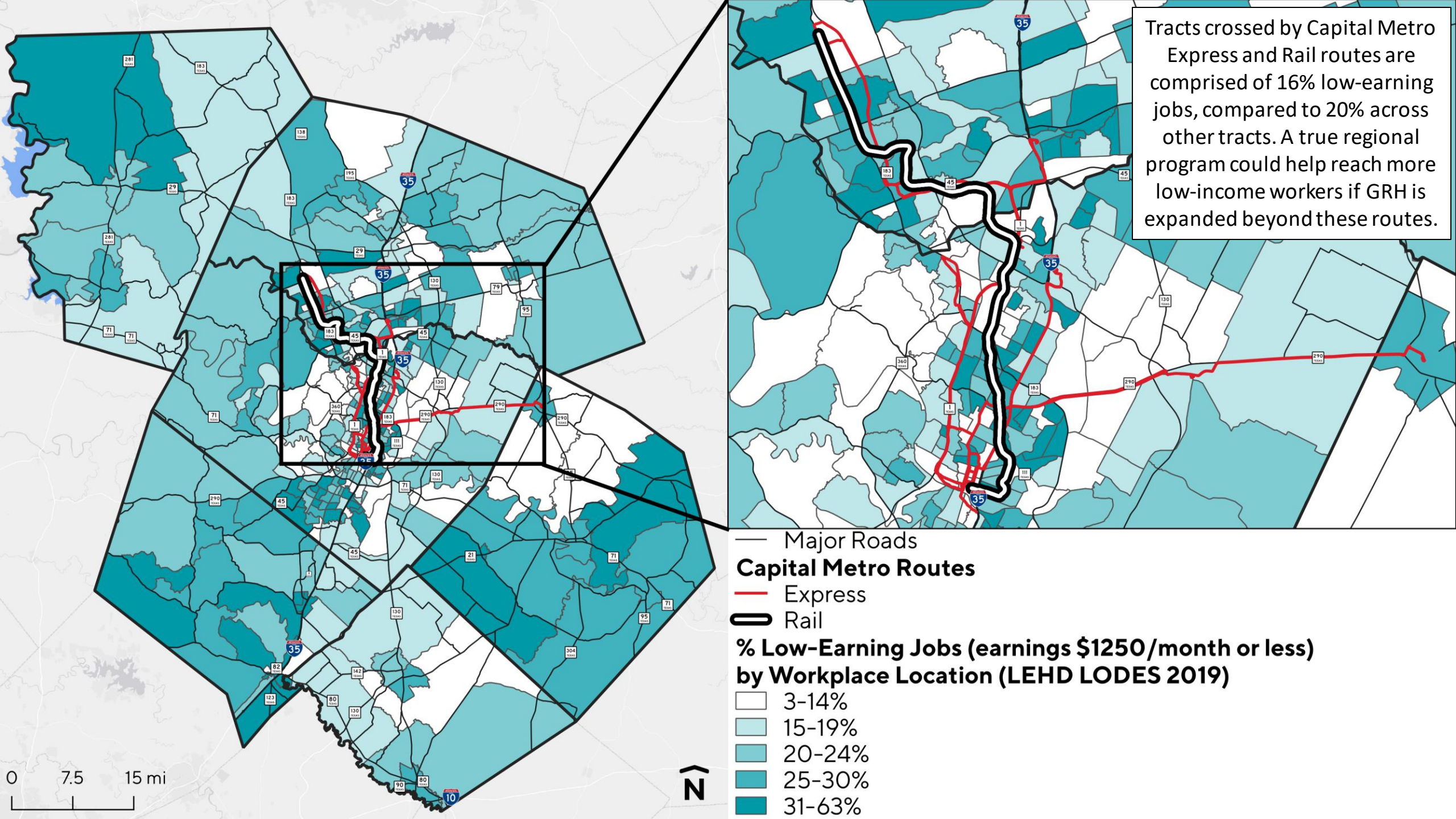
- Implement regional GRH
- Schoolpool
- Essential work outreach
- Employer outreach along congested corridors
- Park-and-ride focused marketing campaign
- Carpool matching/support for faith-based organizations
- Carpool matching for large events



Guaranteed Ride Home

- Free rides home in an emergency when you don't drive alone to work
- Existing CapMetro program for Express, Flyer, and Rail riders
- CapMetro wants a partnership

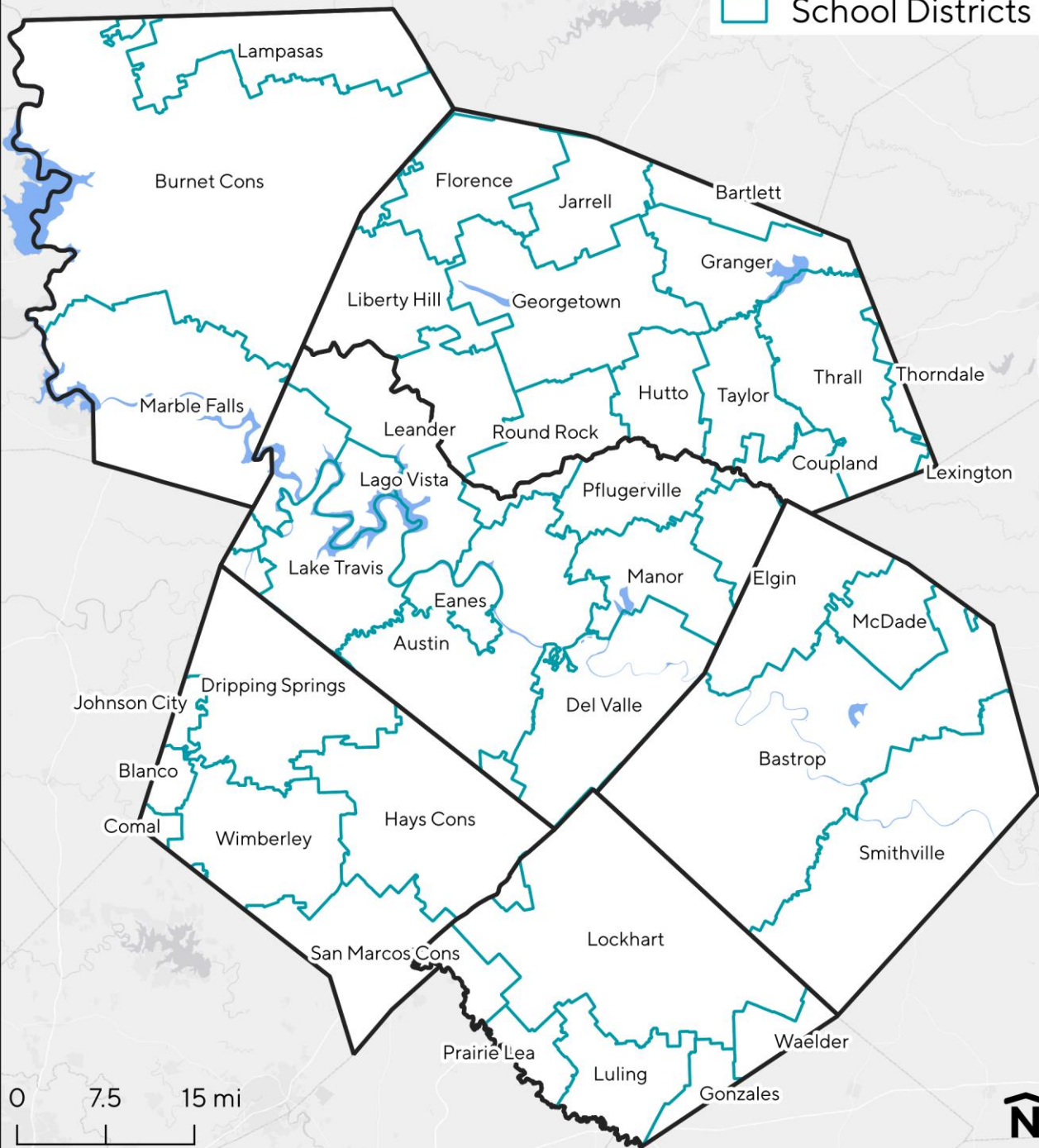










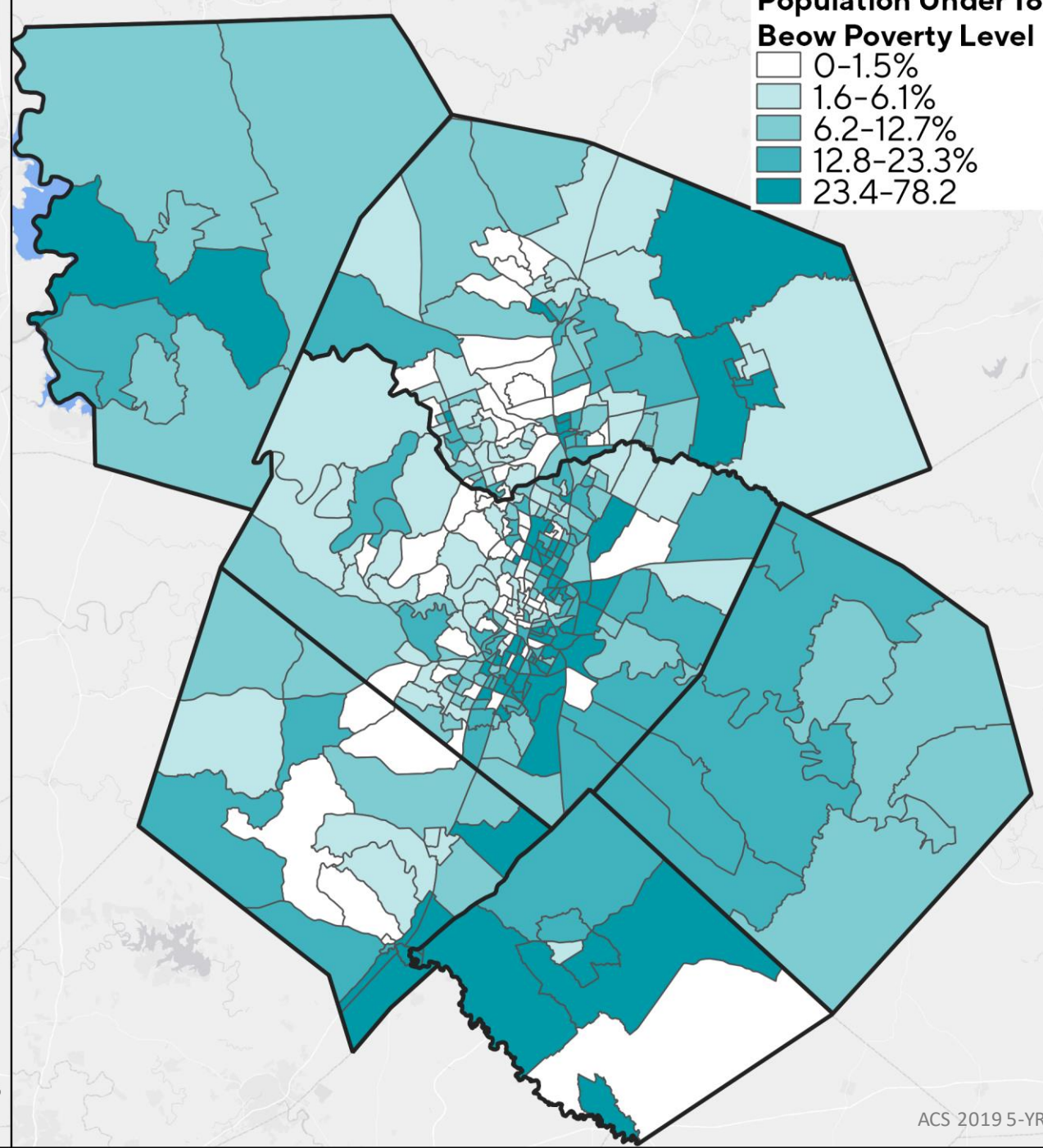
Schoolpool

- Match families with carpool partners to help get children to and from school
- Regional ridematching tool already supports this strategy
- Helps address bus driver shortage

 School Districts

**Population Under 18
Beow Poverty Level**

	0-1.5%
	1.6-6.1%
	6.2-12.7%
	12.8-23.3%
	23.4-78.2%

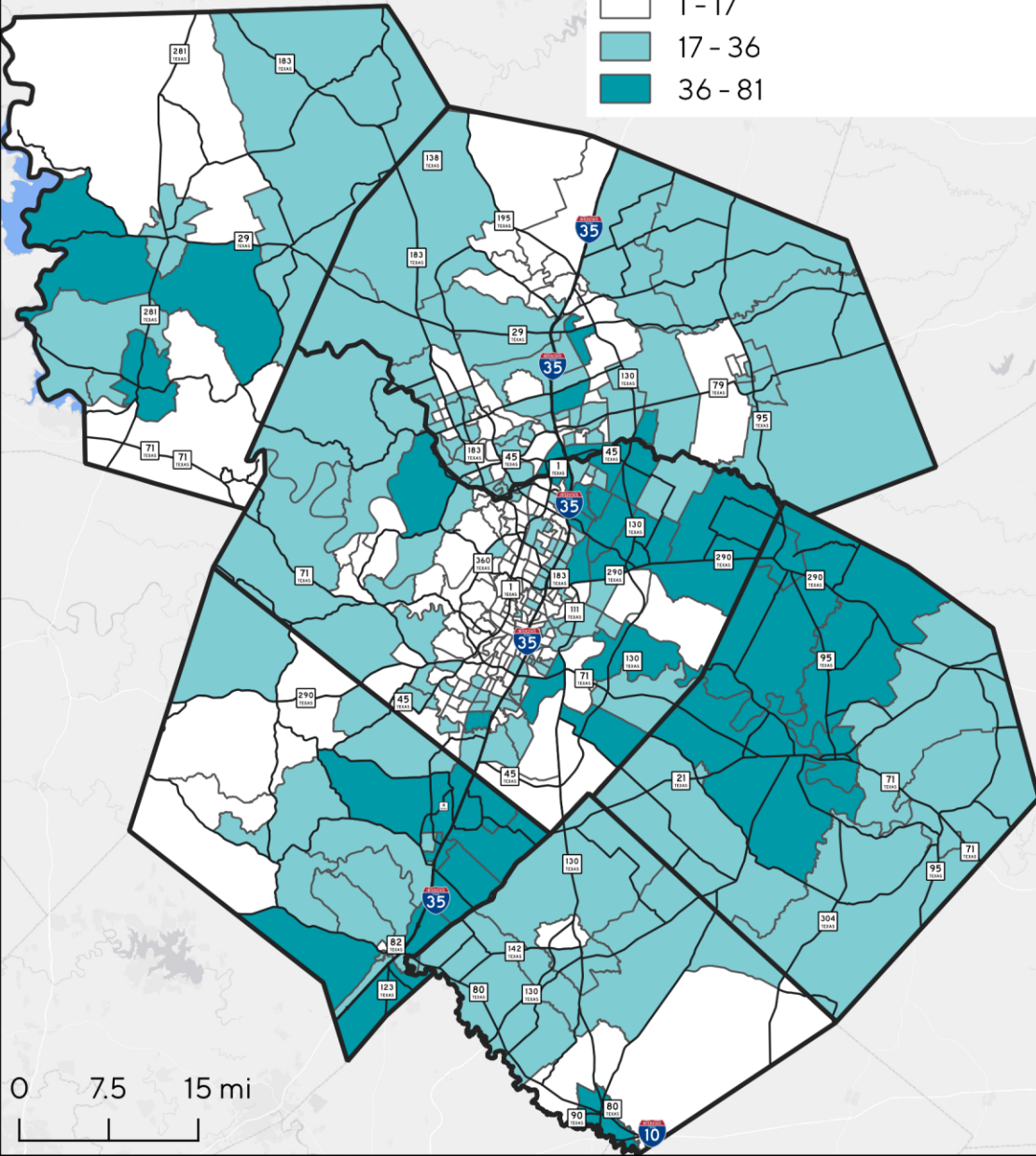
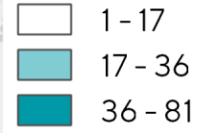




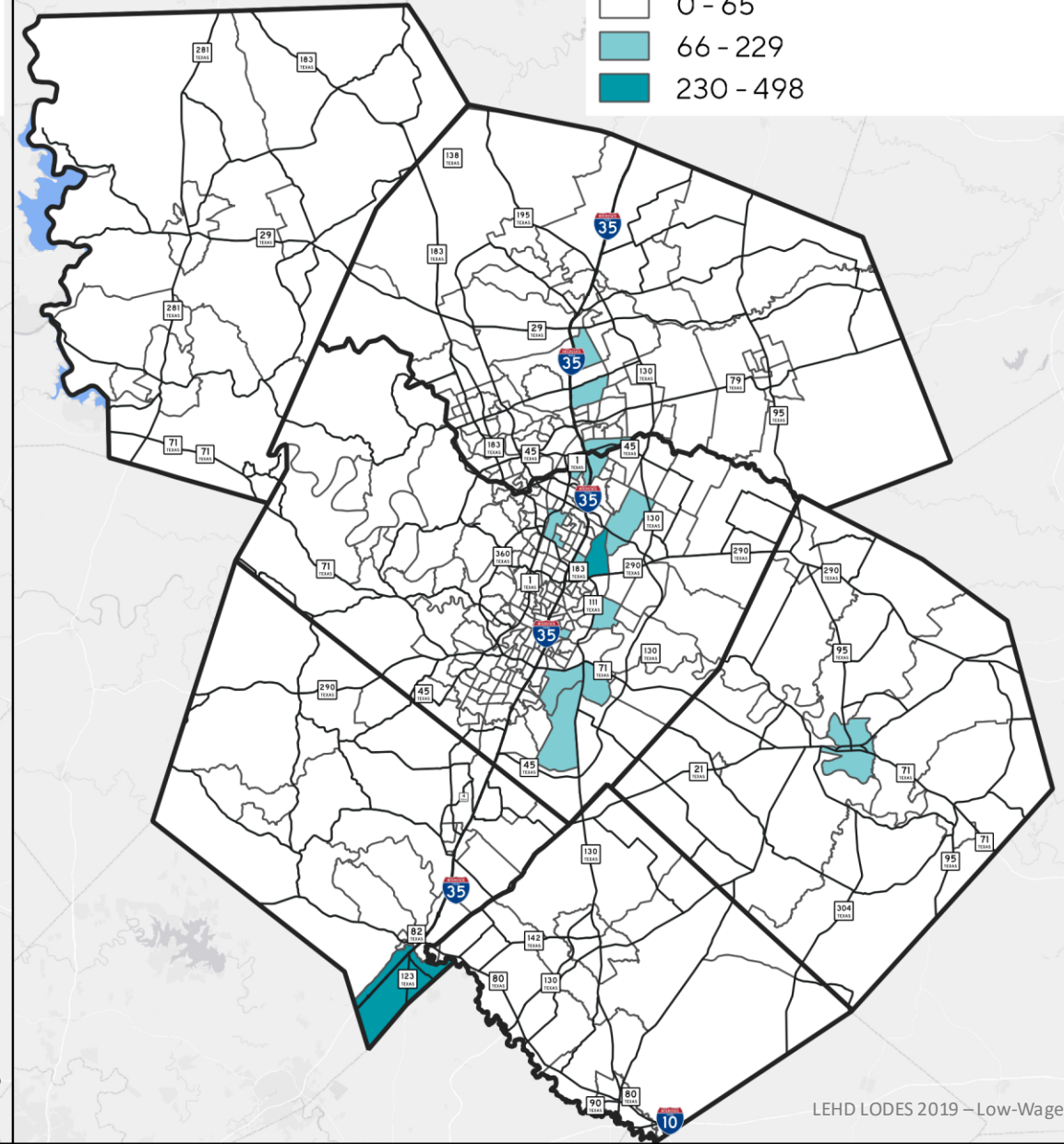
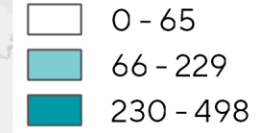
Essential Worker Outreach

- Transportation, manufacturing, and warehousing sectors
- Proven successes outside the region
- Shift work and consistent schedules support TDM success
- Multimodal strategies

of Low-Wage (earnings \$1250/month or less) Jobs in the Transportation, Manufacturing, and Warehousing Sectors (Residence Location)



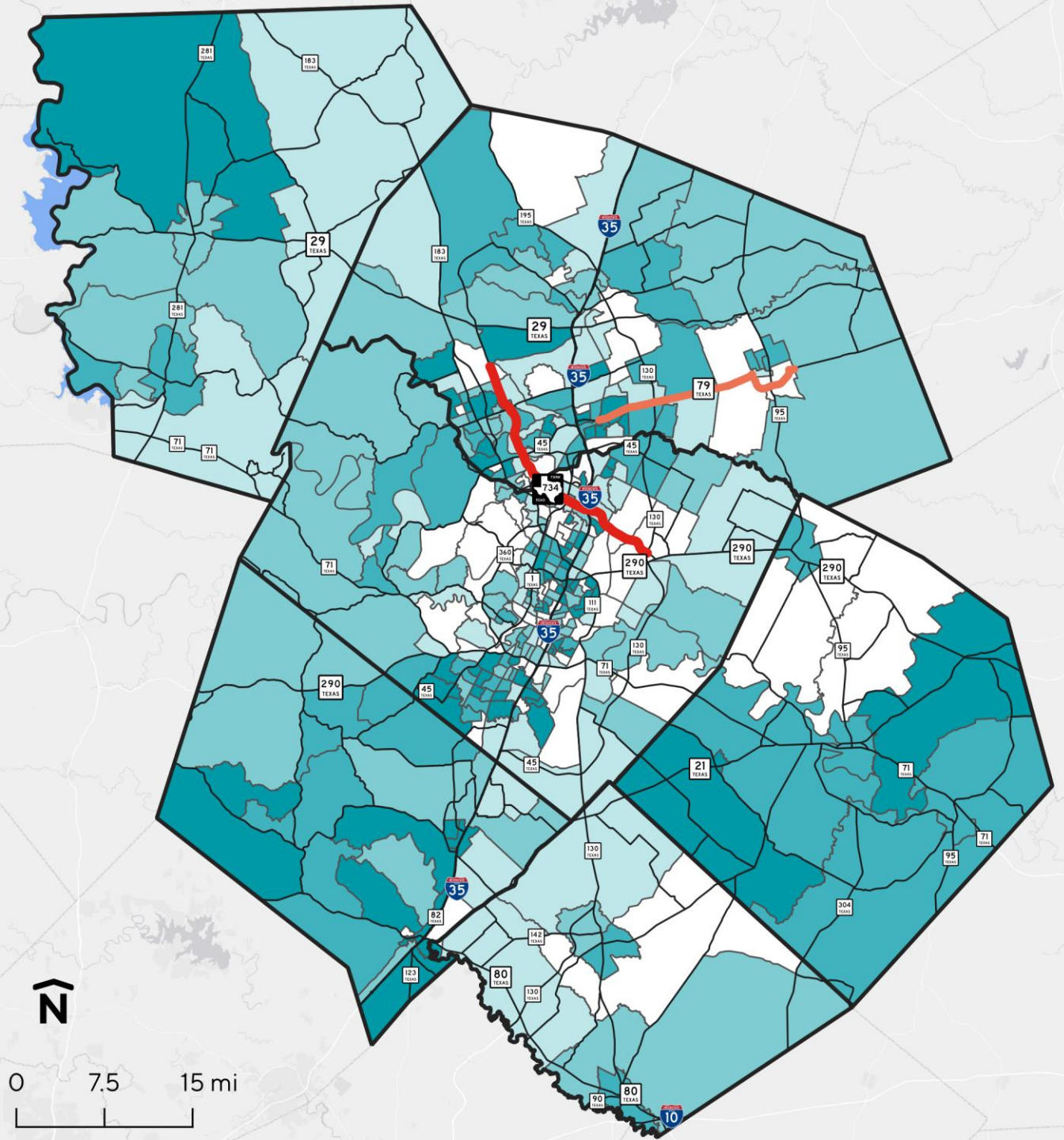
of Low-Wage (earnings \$1250/month or less) Jobs in the Transportation, Manufacturing, and Warehousing Sectors (Workplace Location)





Congested Corridors

- Work with employers to reduce traffic and increase travel options along congested corridors
- Focused and flexible
- Multimodal strategies
- Start with Parmer





 Parmer/734


 US 79

— Major Roads


% Low-Earning Jobs by Workplace Location (LEHD Lodes 2019)

 3-14%

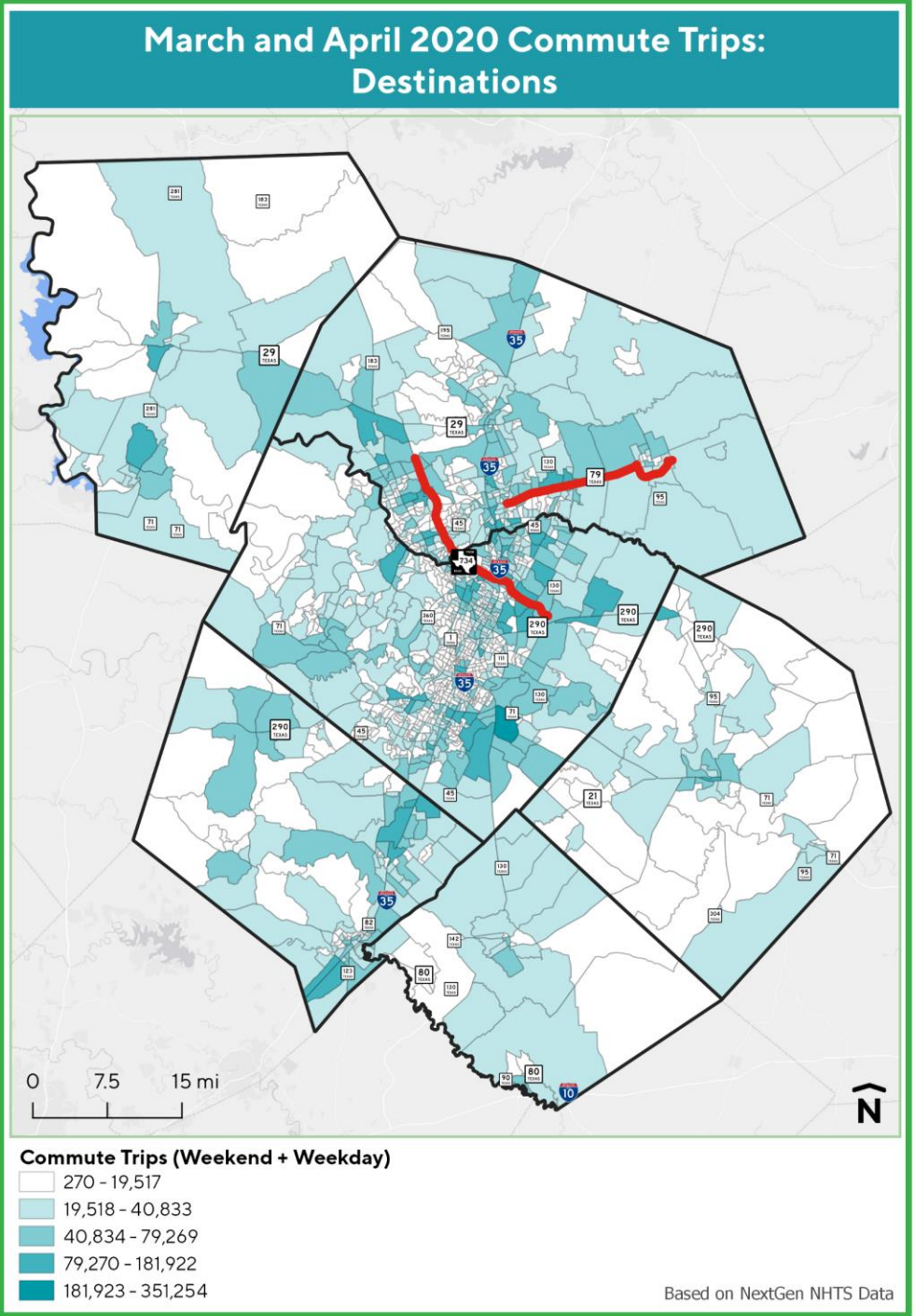
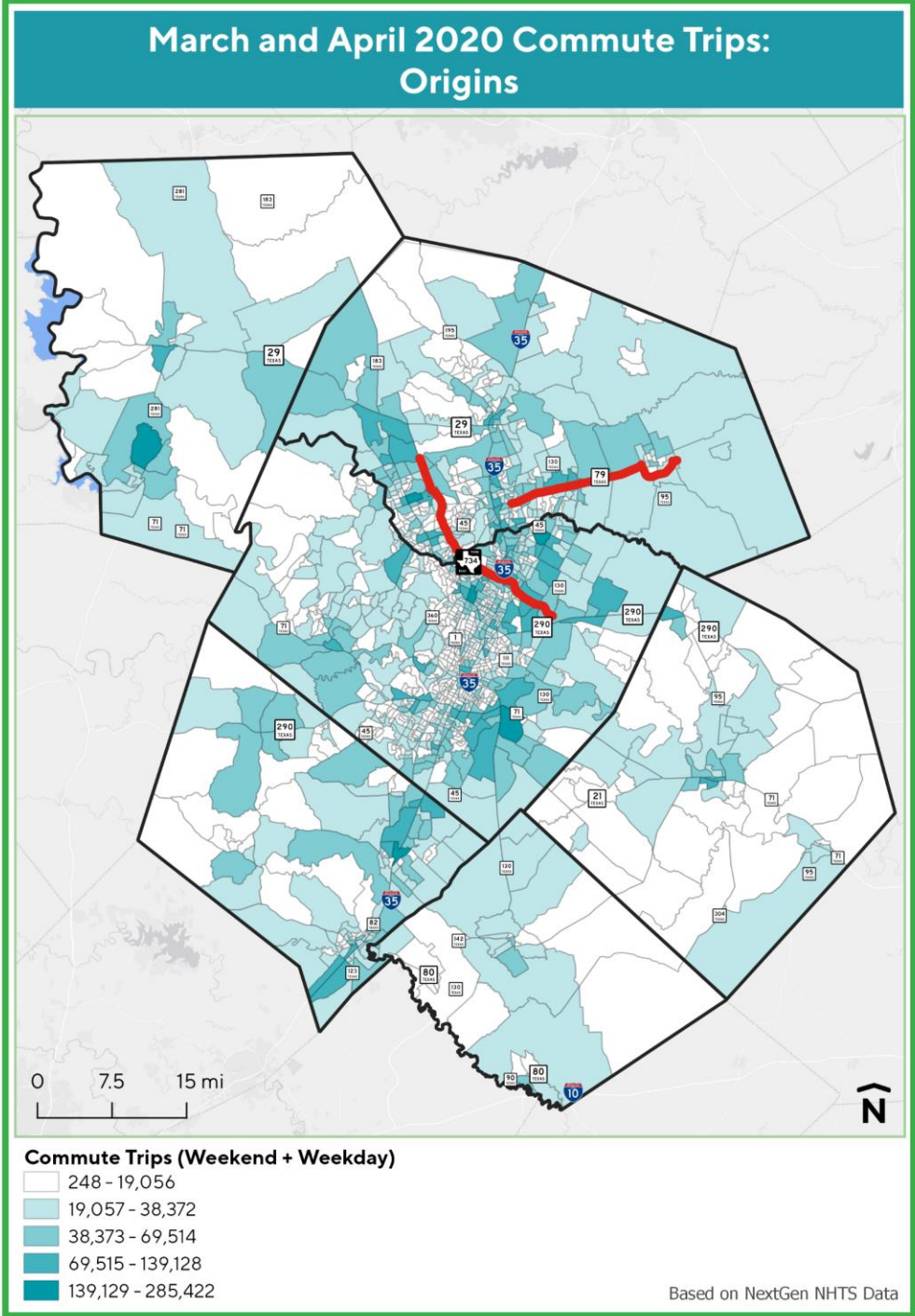
 15-19%

 20-24%

 25-30%

 31-63%

Both Parmer/734 and US 79 cut through clusters of areas expected to have high essential worker populations (essential worker populations estimated based on commutes still happening in March and April 2020)

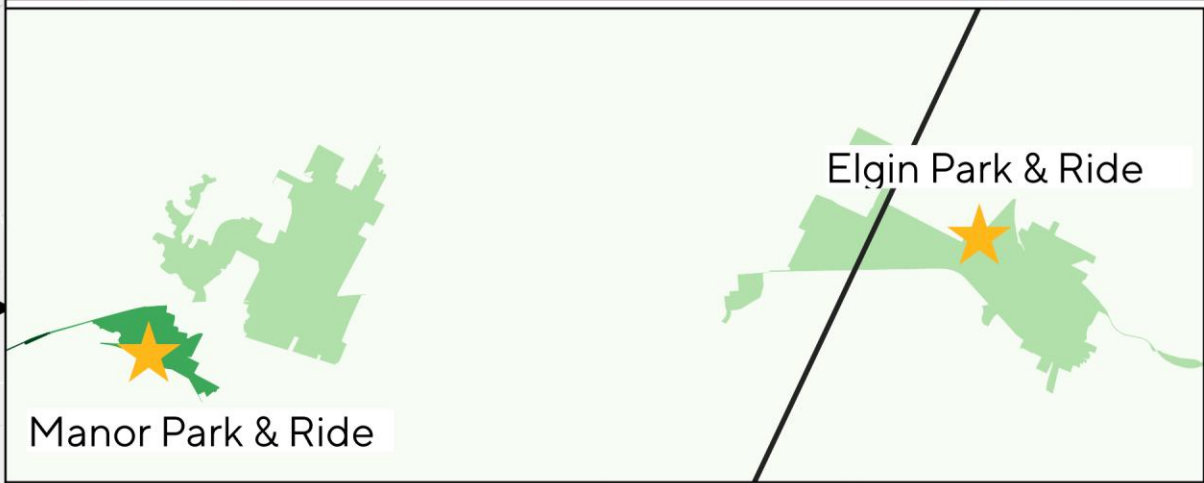
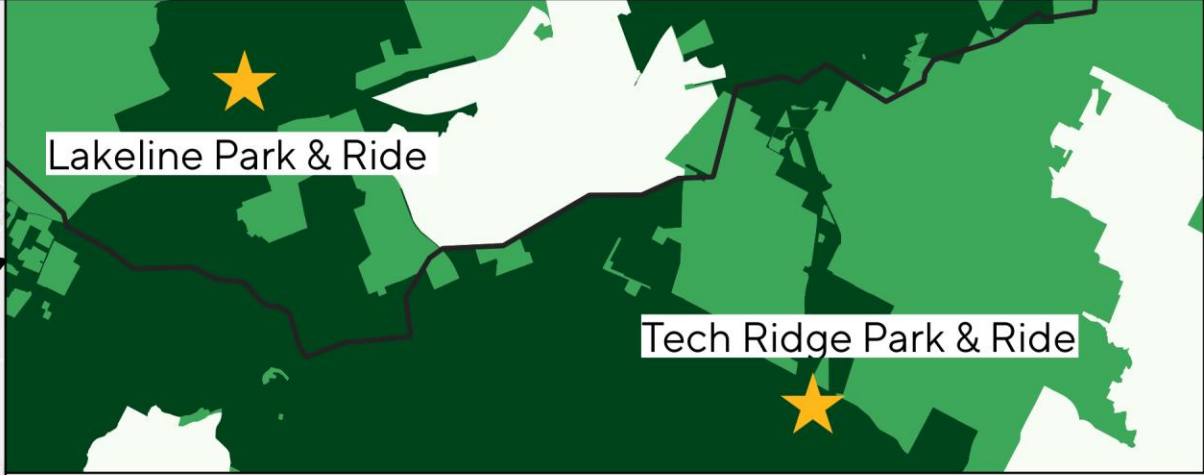




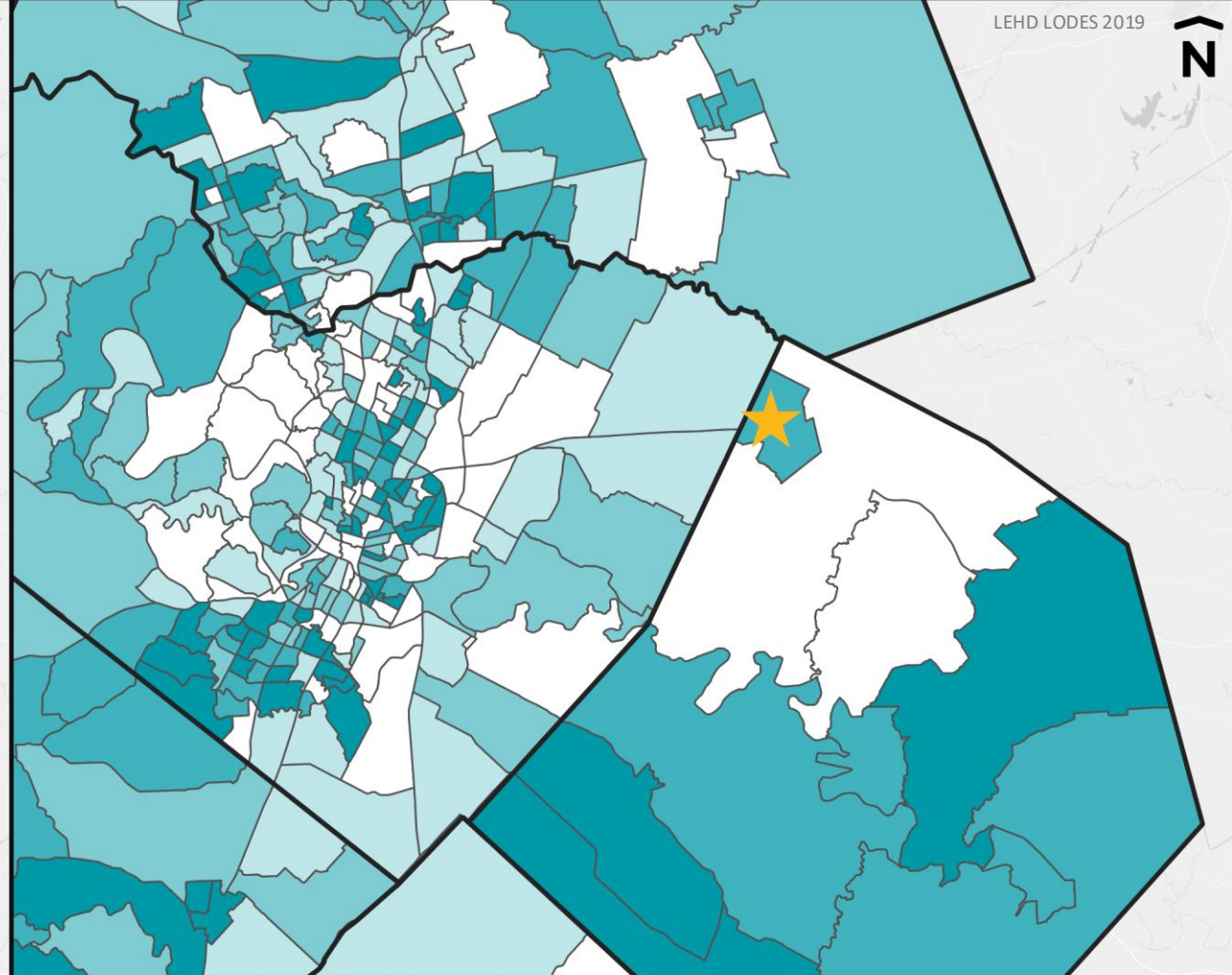
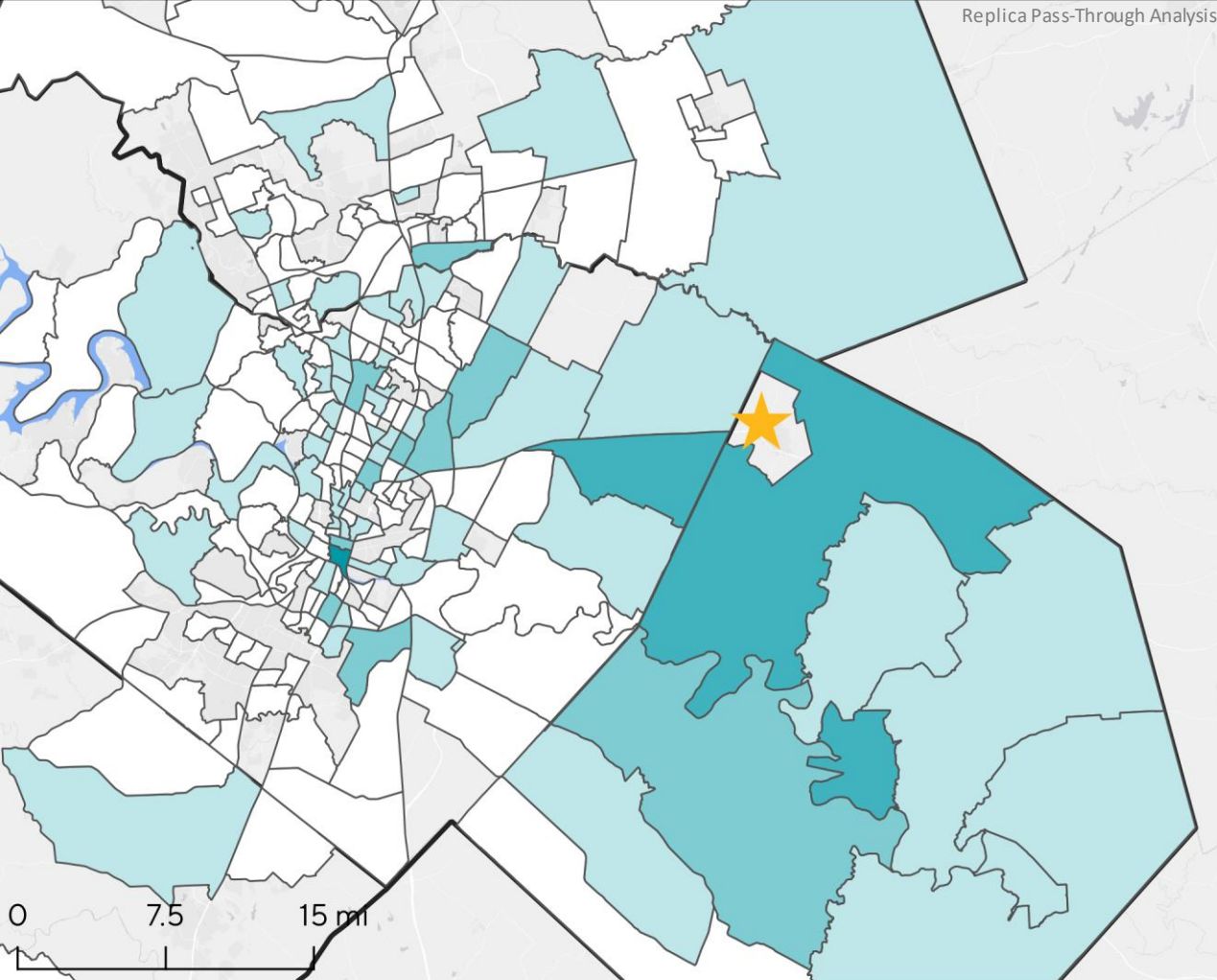
Park-and-Ride Marketing

- Market multimodal trip options to employees and residents
- Focused and flexible
- Initial focus area still being determined

Four Park and Ride Locations connect CARTS and Capital Metro service.



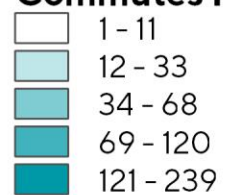
- ★ Park and Rides Connecting CARTS and Capital Metro
- National Center for Education Statistics Locale Definitions**
- Lightest Green: Fringe Rural, Remote Rural, Distant Rural
 - Light Green: Distant Town, Fringe Town
 - Medium Green: Small Suburb, Large Suburb
 - Dark Green: Small City, Midsize City, Large City



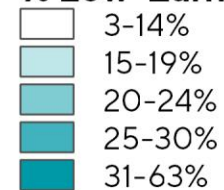
Park and Rides Connecting CARTS and Capital Metro

 Elgin Park & Ride

of Workers (by Workplace Location) Whose Commutes Pass Through Census Tract with Elgin Park & Ride



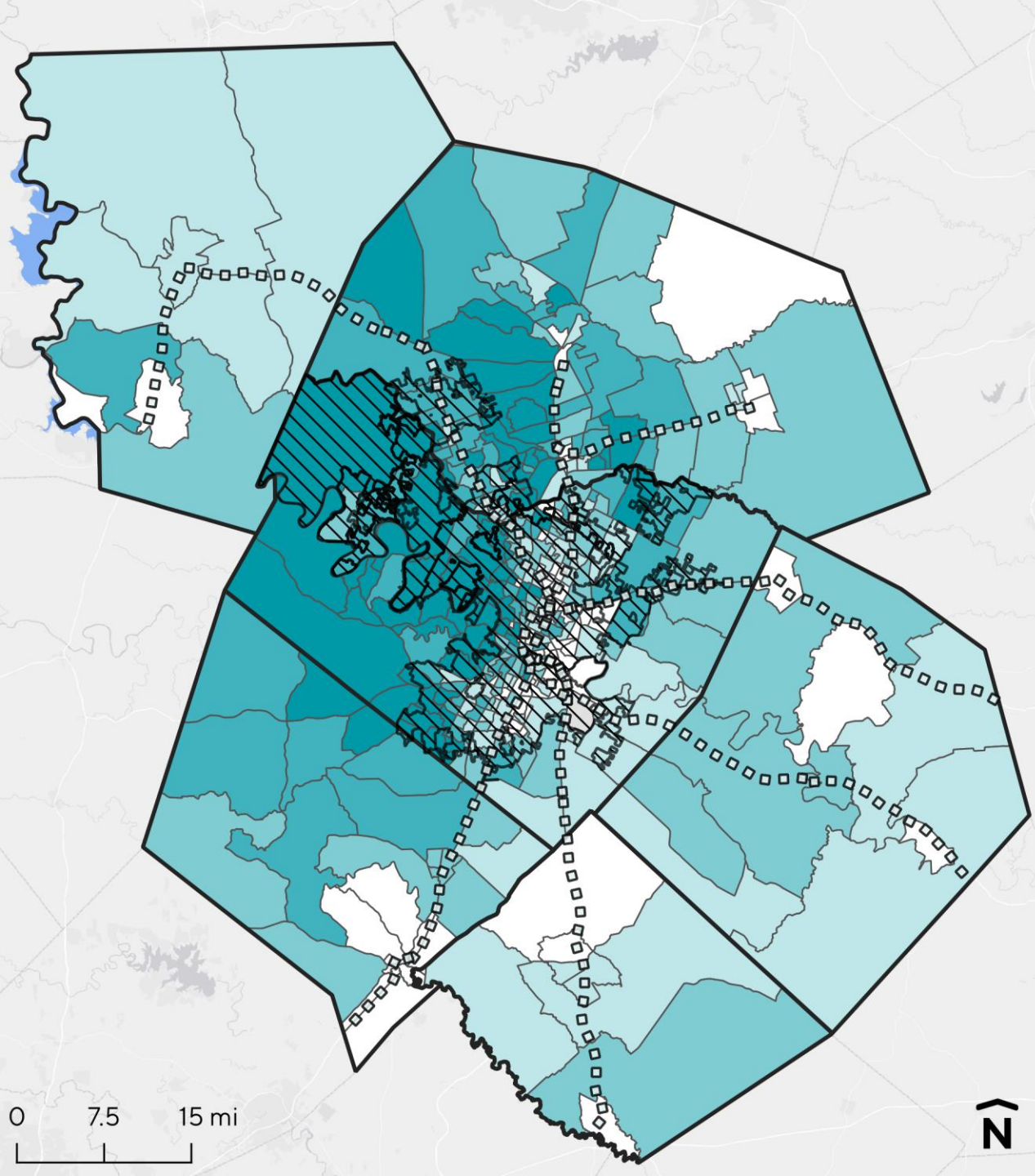
% Low-Earning Jobs (by Workplace Location)









Faith-based Carpool Matching

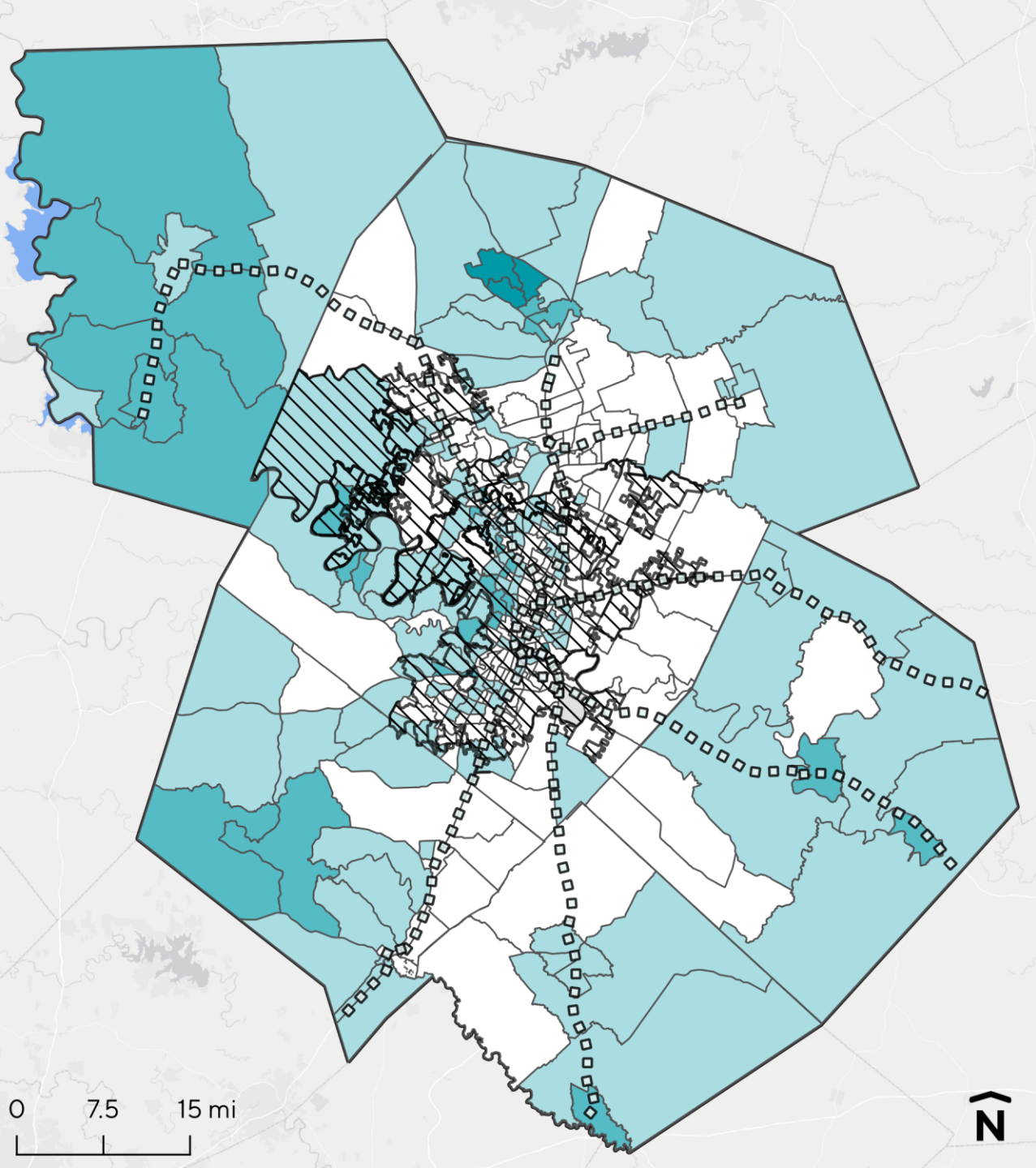
- Use regional carpool matching tool to help faith-based organizations form and manage carpools
- Easy to implement and no need for incentives
- Provides opportunity to market other services
- Supports low-income and elderly travelers



-  Capital Metro Service Area
-  CARTS Interurban Coach

Median Income (ACS 2019 5-YR)

-  \$0 - \$54,593 (bottom 25%)
-  \$54,594 - \$68,356
-  \$68,357 - \$82,182
-  \$82,183 - \$104,850
-  \$104,851 - \$223,424 (top 25%)



- Capital Metro Service Area
- CARTS Interurban Coach

% Population 70 or Older (ACS 2019 5-YR)

- 0-6.6%
- 6.7-13.4%
- 13.5-25.3%
- 25.4-64.0%



Large Event Carpool Matching

- Use regional carpool matching tool to help people attending large events find carpool partners
- Easy to implement and no need for other incentives
- Provides opportunity to market other services

ITEM 4: PARTNERSHIPS





	Regional GRH Program	Schoolpool	Essential Worker Outreach	Congested Corridors	Park-and-Ride Campaigns	Faith-based Carpools	Large-event Carpools
Partner(s)	CapMetro	School Districts, Charter Schools	CARTS, CapMetro, Employers, Local Govs, Unions	CapMetro, CARTS, Employers, Local Govs	CARTS, CapMetro	Faith-based Organizations	Event Operators



ITEM 5: DISCUSSION OF STRATEGIES AND PARTNERSHIPS





	Regional GRH Program	Schoolpool	Essential Worker Outreach	Congested Corridors	Park-and-Ride Campaigns	Faith-based Carpools	Large-event Carpools
Partner(s)	CAMPO or CapMetro	School Districts, Charter Schools	CARTS, CapMetro, Employers, Local Govs, Unions	CapMetro, CARTS, Employers, Local Govs	CARTS, CapMetro	Faith-based Organizations	Event Operators
Missing Partners							
Opportunities							
Prioritization: List your top two		In progress					

ITEM 6: CHAIR ANNOUNCEMENTS





Announcements

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- Next TAC TDM Subcommittee: Early December
 - » Likely to be in person

Adjournment